

# Feb Free

## Frequently Asked Questions



### **What is Feb Free?**

Feb Free is a fun and exciting initiative in which participants are sponsored to give up a vice for the month of February – the shortest month of the year.

Participants can choose what they go 'free' from in February. It might be something to do with improving health, like giving up alcohol or fast food, or another indulgence like reading gossip magazines or eating gelato.

By taking on the challenge of giving up a vice, participants are able to raise much-needed funds for The School of St Jude and help 'Fight Poverty with Education'.

Now going into its third year, Feb Free 2012 will be the biggest campaign yet - ensuring children in Tanzania have the opportunity for an education.

### **When did Feb Free start and why?**

Feb Free started in February 2010.

### **Is Feb Free a charity?**

Feb Free is not a charity, but a fundraising initiative set up by Sydney-based production company 8com, to raise funds for The School of St Jude in Tanzania.

### **Who started Feb Free and why?**

Feb Free was started by Mike Vanderfield from 8com as a way of giving back to the community. Mike had already heard of the School of St Jude and was personally a supporter, but wanted to be able to help the school more.

### **Who is 8com and what do they do?**

8com is a full service production company based in Sydney. 8com helps its clients to build their brands through various production services.

### **How much of the money raised during Feb Free goes to the School of St Jude?**

**100%** of all monies raised by Feb Free will go to The School of St Jude.



## **What is The School of St Jude?**

The School of St Jude is based in Arusha, Tanzania, Africa, and was founded in February 2002 by Australian Gemma Sisia.

It began with just one teacher, three students and a bold vision to educate the future leaders of Tanzania. Today on a day-to-day basis St Jude's continues to positively impact the lives of almost 1600 students, 400 Tanzanian teachers and staff, and the wider Tanzanian community.

The School of St Jude is a Global Development Group (GDG) supported aid and development project (J582).

St Jude's offers a free, high quality education to children from the poorest families in the area. Without St Jude's these children would struggle to escape the spiral of poverty they were born into. The vision of the project is to be an exemplary, modern and self-sustainable institution that causes a paradigm shift in the education system in Tanzania. By enabling Tanzanians to run successful and moral schools, the school can alleviate poverty and break the cycle of dependency on external aid.

In 2012 The School of St Jude is celebrating 10 years in operation. St Jude's celebrates the thousands of people who have demonstrated care and compassion by sharing their time, talents and funds to help bring St Jude's this far. Together, the St Jude's family continues to make a difference.